

# EMAIL NURTURING CAMPAIGN

## **INQUIRY/DISCOVERY STAGE (“INITIAL CONSIDERATION”)—DAY 3**

**Subject Line:** *Is our BSN program right for you?*

**Logo/Masthead:** School of Nursing

**Header:** *The LPN/LVN to BSN program*

**Sub-Head:** *A smarter way to earn the credential you need.*

**Copy:**

You already know that earning a BSN may be critical to your long-term career success. The Institute of Medicine and the Robert Wood Johnson Foundation recommend that 80% of nurses be BSN prepared by 2020. And in order for hospitals to obtain Magnet® designation today, 100% of their Nurse Managers and Nurse Leaders must have baccalaureate or graduate degrees.

**But why earn your BSN through the University of Phoenix School of Nursing? Here are just a few good reasons:**

- ✓ 86% of alumni would recommend us to a friend.
- ✓ Taught by nursing professionals with an average of 20.3 years of experience.<sup>1</sup>
- ✓ Accredited by the Commission on Collegiate Nursing Education (CCNE).
- ✓ Curriculum that is continually updated to keep pace with the latest emerging trends and changing standards of care.
- ✓ Opportunities to receive credit for your prior academic and professional experience, potentially shortening your program length.<sup>2</sup>
- ✓ Flexible on-campus and online options that enable you to continue working while pursuing your education.<sup>3</sup>
- ✓ Option to begin taking master’s-level courses as part of your bachelor’s degree requirements (through our unique *Nursing Pathway Program*)—giving you a head start on a future graduate degree.
- ✓ Aligned with the latest third-party industry standards, including those set forth by:
  - American Nurses Association (ANA)
  - Quality & Safety Education for Nurses (QSEN)
  - American Association of Colleges and Nursing (AACN)
- ✓ Prepares you to sit for the National Council Licensure Examination (NCLEX) for Registered Nurse.

**CTA:** *To download an informative overview sheet about the LPN/LVN to BSN program, click here.*

**CTA:** *To learn more, call [800.536.7812](tel:800.536.7812) now to speak with an Enrollment Representative.*

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<sup>1</sup> Done, S. (2015, March 24). *Work Experience Calc\_2015.03.24*. University of Phoenix, Academic Affairs.

<sup>2</sup> University of Phoenix. (2015). Prior Learning Assessment. Retrieved July 14, 2015 from [http://www.phoenix.edu/admissions/prior\\_learning\\_assessment.html](http://www.phoenix.edu/admissions/prior_learning_assessment.html)

<sup>3</sup> Done, S. (2015, March 24). *Work Experience Calc\_2015.03.24*. University of Phoenix, Academic Affairs.

**CTA:** *To register for an in-person or virtual tour, click here.*

### **ABOUT THE SCHOOL OF NURSING**

*The School of Nursing at the University of Phoenix College of Health Professions offers graduate, undergraduate, and certificate programs that prepare nurses for the new challenges and ever-expanding roles they play in today's health care field. In an era of unprecedented change—from shifting patient demographics, to the emergence of new models like telemedicine and retail medicine, to an increasingly complex licensing and credentialing environment—the School of Nursing is committed to helping students navigate the changes and remain on the leading-edge of their professions. The School of Nursing helps today's students become the nurses tomorrow needs.*

### **INQUIRY/DISCOVERY STAGE (“INITIAL CONSIDERATION”)—DAY 7**

**Subject Line:** *Top 3 reasons to choose the University of Phoenix School of Nursing*

**Logo/Masthead:** School of Nursing

**Header:** *The Phoenix Advantage*

**Sub-Head:** *Three reasons we've become a leader in nursing education.*

**Copy:**

In an era of rapid change and growing complexity in the health care industry, you need a college that is committed to keeping its programs current and ensuring you learn the most up-to-the-minute standards of care. *And, of course, you need a school that will fit into your busy life as a working nurse.*

Here are three key reasons we have become one of the largest nursing programs in the country:

#### **1. RELEVANCE**

**Students choose us because we are able to keep them on the leading-edge of their profession.** With our own Center for Health Care Research and a faculty of nearly 3,000 working health care professionals nationwide, we are uniquely positioned to remain on the pulse of change in the rapidly-evolving health care industry. And our unmatched size and scale—including a vast library of curriculum as well as highly-sophisticated learning technology and curriculum design capabilities—enable us to adapt our programs in real-time to keep pace with those changes.

#### **2. QUALITY**

**Students choose us because leading regulatory organizations and our own students endorse our education.** University of Phoenix is accredited by the Higher Learning Commission and our nursing program is accredited by the Commission on Collegiate Nursing Education (CCNE). With impressive student satisfaction rates of nearly 90%, a faculty of health care leaders with an average of 20 years of real-world experience, and a curriculum that remains tightly aligned with the latest third-party industry standards, we are a quality leader in health care education.

#### **3. ACCESSIBILITY**

**Students choose us because our education fits into the realities of their lives as busy working professionals.** Through online as well as on-ground options, and a range of time- and money-saving program offerings, we make it both convenient and affordable for adult students to further their education.

**CTA:** *To download an informative overview sheet about the LPN/LVN to BSN program, click here.*

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### **INQUIRY/DISCOVERY STAGE (“INITIAL CONSIDERATION”)—DAY 10**

**Subject Line:** *It's a great time to advance your nursing credentials.*

**Logo/Masthead:** School of Nursing

**Header:** *Perfect Timing.*

**Sub-Head:** *As opportunities for nurses expand, this could be a great time to invest in your credentials.*

**Copy:**

Nursing is the fastest growing occupation in the U.S., with more anticipated job growth than any other profession. Between 2008 and 2018, the field of nursing is expected to grow an average of 22% per year—and, in some settings, the growth will be even higher.<sup>4</sup>

With so many opportunities on the horizon, this could be the perfect time for a nurse like you to invest in yourself and prepare for the many opportunities that await.

Earning your BSN is a critical first step toward maximizing your options in the expanding nursing profession. The Institute of Medicine and the Robert Wood Johnson Foundation recommend that 80% of nurses be BSN prepared by 2020. And in order for hospitals to obtain Magnet® designation today, 100% of their Nurse Managers and Nurse Leaders must have baccalaureate or graduate degrees.

The University of Phoenix School of Nursing **LPN/LVN to BSN** program will equip you with the leading-edge skills and more advanced credential you need to continue moving forward in this growing field—and in a format that fits into your life as a busy working nurse.

**CTA:** To download an informative overview sheet about the LPN/LVN to BSN program, [click here](#).

**CTA:** To learn more, call [800.536.7812](tel:800.536.7812) now to speak with an Enrollment Representative.

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<sup>4</sup> Monthly Labor Review, Occupational Employment Projections to 2022. [bls.gov](http://bls.gov). Bureau of Labor Statistics. December 2014.

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### **INQUIRY/DISCOVERY STAGE (“INITIAL CONSIDERATION”)—DAY 14**

**Subject Line:** *Wondering if you can afford your BSN?*

**Logo/Masthead:** School of Nursing

**Header:** *Financing your Education*

**Sub-Head:** *Learn about the many ways we can help make your education affordable.*

#### **Copy:**

It's no secret that college can be costly. But it's also an *investment* in yourself and your future—a future in the rewarding and rapidly-growing health care field. And with a wide range of financing options available at University of Phoenix, you just might find that furthering your education is more affordable than you ever imagined.

Our Financial Aid Advisors will work with you to build an individualized financing plan that best suits your unique preferences and needs. Following is a glimpse at the many “mix and match” financing options\* we offer:

- **Federal Financial Aid**—Provided by the federal government and includes both federal grants (which do not need to be repaid) as well as federal loans.
- **Scholarships\*\***—Provided by the University of Phoenix and many external organizations, and does not need to be repaid.
- **Institutional grants**—Provided by the University of Phoenix to students who meet certain financial need criteria, and does not need to be repaid.
- **Tuition Deferral Plan**—For students whose employers offer tuition reimbursement. Provides a 60-day “grace period” so that you have time to be reimbursed by your employer before making your tuition payment to the University.
- **Third-Party Billing Plan**—For students whose employers offer tuition reimbursement. Tuition bills are sent directly to your employer instead of you.
- **Military or Government Billing Plan**—For students who are government employees, U.S. Armed Forces veterans, or active-duty military personnel. Tuition bills are sent directly to your employer instead of you.
- **Tribal funding**—Offered by several American Indian tribal nations, providing tuition funding for students who are recognized members.

- **Private student loans**—Available through most financial institutions.
- **Cash Plan**—Allows you to pay for your education one course at a time, as you pursue your education.

\*Financial aid is available to those who qualify.

\*\*Scholarships are not provided to all students.

**CTA:** To begin exploring your educational financing options, call **800.536.7812** now to speak with a Financial Aid Advisor.

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## **INQUIRY/DISCOVERY STAGE (“INITIAL CONSIDERATION”)—DAY 17**

**Subject Line:** *Our BSN program can fit into your busy life.*

**Logo/Masthead:** School of Nursing

**Header:** *Education that works for working adults.*

**Sub-Head:** *We make it possible to pursue your dreams without sacrificing today’s responsibilities.*

**Copy:**

We get it. As a nurse, you work long and sometimes inconsistent hours—and you have personal and family commitments on top of that. Although you want to further your education and stay on the leading-edge of your profession, you may wonder how you will fit school into your already busy life.

*That’s our specialty.* University of Phoenix was founded nearly 40 years ago with the specific goal of making higher education accessible to busy working adults like you.

- ✓ Multiple physical locations offering a range of daytime, evening, and weekend options.
- ✓ Online courses that are accessible 24/7—so you can complete your coursework whenever it works best for you.
- ✓ A mobile app that enables you to access your online courses and complete assignments even when you are on the go.
- ✓ Opportunities to receive credit for your prior academic and professional experience, so you may be able to take fewer courses and graduate faster.<sup>5</sup>

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<sup>5</sup> University of Phoenix. (2015). Prior Learning Assessment. Retrieved July 14, 2015 from [http://www.phoenix.edu/admissions/prior\\_learning\\_assessment.html](http://www.phoenix.edu/admissions/prior_learning_assessment.html)

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### **INQUIRY/DISCOVERY STAGE (“INITIAL CONSIDERATION”)—DAY 21**

**Subject Line:** *Come visit us...*

**Logo/Masthead:** School of Nursing

**Header:** *Open Houses and Virtual Tours*

**Sub-Head:** *See for yourself what the University of Phoenix School of Nursing has to offer.*

**Copy:**

Choosing a college can be a very personal decision—one that often comes down to what simply “feels right.” And for many students, seeing a campus and meeting staff or faculty in-person can be the best way to determine whether a particular college and program is the right one for them.

The University of Phoenix School of Nursing hosts monthly Open House events at each of our ground campuses—as well as *Virtual Open Houses* for those who aren't able to attend in-person—to help prospective students like you get to know us on a more personal level.

- ✓ Interact with faculty, students, and staff while enjoying refreshments at a welcome reception.
- ✓ See classrooms, student spaces, simulation labs, and more during a guided campus tour.
- ✓ Learn more about the College and your specific program of interest during informative group presentations.
- ✓ Get the inside scoop from current students and alumni during a Q&A panel discussion.
- ✓ And, should you wish to do so, meet with Enrollment Representatives or Financial Aid Advisors to discuss next steps in the Admissions process.

**CTA:** Find out if we're right for you. To register for an in-person or virtual tour, [click here](#).

**CTA:** To speak with an Enrollment Representative, call [800.536.7812](tel:800.536.7812).

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## **POST-APPOINTMENT STAGE ("ACTIVE EVALUATION") —DAY 1**

[Alumni Story]

## **POST-APPOINTMENT STAGE ("ACTIVE EVALUATION") —DAY 3**

**Subject Line:** *Top trends impacting health careers*

**Logo/Masthead:** School of Nursing

**Header:** *The Intersection of Health and the Health Care Workforce*

**Sub-Head:** *University of Phoenix convenes nationwide health care leaders to explore influential trends in our dynamic industry.*

**Copy:**

A hallmark of the College of Health Professions at University of Phoenix is our commitment to remaining aggressively on the pulse of change in the rapidly-evolving health care industry. In keeping with that commitment, we recently convened experts from across the country for a daylong forum focused on key trends that are transforming today's health care professions.

Co-sponsored by Sodexo and the College of Health Professions at University of Phoenix (in collaboration with STEMconnector®), the forum engaged senior leadership from diverse areas of the industry, such as clinical care, pharmaceutical research and development, health care information technology, health policy, and higher education. The following video provides a glimpse into the topics that were explored.

**[Insert overview/highlight video from the forum.]**

**CTA:** *To download an Executive Summary of key take-aways from the forum, click here.*

**CTA:** *To apply to the University of Phoenix School of Nursing, click here.*

**CTA:** *To speak with an Enrollment Representative, call [800.536.7812](tel:800.536.7812).*

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## **POST-APPOINTMENT STAGE ("ACTIVE EVALUATION") —DAY 7**

**Subject Line:** *Reason # 1 to choose the University of Phoenix School of Nursing*

**Logo/Masthead:** School of Nursing

**Header:** *Reason #1: RELEVANCE*

**Sub-Head: *We'll keep you current and competitive in the rapidly-changing nursing profession.***

**Copy:**

As the health care industry rapidly evolves, you need a college that is evolving right along with it. One of the key reasons students choose the University of Phoenix School of Nursing is **RELEVANCE**—the fact that our curriculum remains so tightly aligned with the latest trends, best practices, standards of care, and changing regulatory requirements. Here's how we do it:

- ✓ With our own in-house Center for Health Care Research, a vast network of health care provider partners, and a faculty of roughly 3,000 health care professionals throughout the country, we are uniquely able to remain on the pulse of change in the health care industry.
- ✓ Our unmatched size and scale—including an extensive library of curricula as well as industry-leading learning technology and curriculum design capabilities—enable us to quickly adapt our programs to keep pace with those changes in a way few institutions can.

In an era of rapid change in the health care industry, the University of Phoenix School of Nursing is uniquely-positioned to keep our curriculum current and relevant—*helping you become the nurse tomorrow needs.*

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### **POST-APPOINTMENT STAGE (“ACTIVE EVALUATION”) —DAY 10**

**Subject Line:** *Reason # 2 to choose the University of Phoenix School of Nursing*

**Logo/Masthead:** School of Nursing

**Header:** *Reason #2: QUALITY*

**Sub-Head:** *Our education is endorsed by third parties as well as our own students.*

**Copy:**

While many schools offer nursing programs, they aren't all created equal. One of the key reasons students choose the University of Phoenix School of Nursing is **QUALITY**—the fact that we are an accredited institution with a curriculum that remains tightly aligned with the latest third-party industry standards, an impressive faculty of health care leaders with years of experience in the field, and students who consistently vouch for our education. Here's a glimpse at what makes us a quality leader:

- ✓ Institution accredited by the Higher Learning Commission (HLC)
- ✓ Nursing programs accredited by the Commission on Collegiate Nursing Education (CCNE)

- ✓ Faculty with an average of 20 years of real-world experience, including 157 CEOs, 21 COOs, 15 CFOs, 13 VPs, 8 Chief Nursing Officers, and 99 Directors of programs.
- ✓ Curricula that is updated regularly to align with changing industry standards, including those set forth by\*:
  - American Association of Colleges and Nursing (AACN)
  - American Nurses Association (ANA)
  - National League for Nursing (NLN)
  - Quality & Safety Education for Nurses (QSEN)
- ✓ Curricula that prepares students to sit for relevant licensing exams, such as\*:
  - National Council Licensure Examination (NCLEX) for Registered Nurse
  - American Nurses Credentialing Center (ANCC) Family Nurse Practitioner-Board Certified (FNP-BC) credential exam
  - American Association of Nurse Practitioners (AANP) Family Nurse Practitioner-Certified (FNP-C) credential exam
  - National League of Nursing (NLN) Certified Nursing Educator (CNE) exam
  - American Nurses Credentialing Center’s Nurse Executive Board Certification (NE-BC) exam
- ✓ Impressive student satisfaction rates:
  - 86% of nursing alumni would recommend us to a friend
  - 90% of nursing students are satisfied with their faculty

Endorsed by both third-party organizations as well as our own students, The University of Phoenix School of Nursing has the concrete credentials to help you to become the nurse tomorrow needs.

**CTA:** *To apply to the University of Phoenix School of Nursing, click here.*

**CTA:** *To speak with an Enrollment Representative, call [800.536.7812](tel:800.536.7812).*

*\*Not all programs align with the standards of all third-party organizations, and not all programs prepare students to sit for all licensing exams. For exact details about your specific program of interest, contact your Enrollment Representative.*

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## **POST-APPOINTMENT STAGE (“ACTIVE EVALUATION”) —DAY 14**

**Subject Line:** *Reason # 3 to choose the University of Phoenix School of Nursing*

**Logo/Masthead:** School of Nursing

### Header: Reason #3: ACCESSIBILITY

#### Sub-Head: Our education works for busy working adults.

#### Copy:

The University of Phoenix was founded nearly 40 years ago with the specific goal of helping adult students further their education without putting their lives on hold. Still today, one of the key reasons students choose us is **ACCESSIBILITY**—the fact that our education *works for busy working adults*.

Here are just a few of the ways we make it possible to pursue your dreams without sacrificing your current personal and professional commitments:

- ✓ Multiple physical locations offering a range of daytime, evening, and weekend options.
- ✓ Online courses that are accessible 24/7—so that students may complete their coursework whenever it works best for them.
- ✓ A mobile app that enables students to access their online courses and complete assignments even when they are on the go.
- ✓ Opportunities for students to receive credit for their prior academic and professional experience, potentially reducing the number of classes they must take and shortening their time to graduation.<sup>6</sup>
- ✓ A **Nursing Pathway Program** through which BSN students may begin taking master’s-level courses as part of their bachelor’s requirements—giving them a head start on a future graduate degree.
- ✓ Option for RNs who have a bachelor’s degree in an unrelated field to accelerate their time to completion of an MSN degree. Through our **Nursing Bridge Program**, these RNs may earn their MSNs by taking just three bachelor’s-level nursing courses in addition to their required master’s level coursework.
- ✓ Option for MSN students to earn a **dual master’s degree in Health Administration** by taking just five additional classes.

As a long-standing leader in adult education, The University of Phoenix School of Nursing delivers the convenience and flexibility you need to continue moving forward in the profession you love—and to become the nurse tomorrow needs.

**CTA:** *To apply to the University of Phoenix School of Nursing, click here.*

**CTA:** *To speak with an Enrollment Representative, call **800.536.7812**.*

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<sup>6</sup> University of Phoenix. (2015). Prior Learning Assessment. Retrieved July 14, 2015 from [http://www.phoenix.edu/admissions/prior\\_learning\\_assessment.html](http://www.phoenix.edu/admissions/prior_learning_assessment.html)

## **POST-APPOINTMENT STAGE (“ACTIVE EVALUATION”) —DAY 17**

**Subject Line:** *How to Apply to University of Phoenix*

**Logo/Masthead:** School of Nursing

**Header:** *School of Nursing Admissions*

**Sub-Head:** *An overview of our application process and requirements*

**Copy:**

The University of Phoenix School of Nursing seeks dedicated nurses who are passionate about helping others and remaining on the leading-edge of their profession. If that sounds like you, we invite you to apply! We accept applications year-round and offer numerous start dates throughout the year. Following is an overview of our process and requirements.

### **The Process:**

**Step 1:** Complete our online application for admissions.

**Step 2:** Your dedicated Enrollment Representative will contact you regarding any additional requirements that must be fulfilled, and to assist you with gathering documents such as transcripts from your prior education.

**Step 3:** Your completed application materials will be reviewed and you will receive an admissions decision within one week.

**Step 4:** If accepted, your dedicated Financial Aid Advisor will work with you to build an individualized financing plan.

**Step 5:** Once your financing has been solidified, you will be registered for class and invited to participate in New Student Orientation.

### **Summary of Admission Requirements\* for the LPN/LVN to BSN Program:**

- Completed application for admissions and related admissions forms
- High school diploma or GED equivalent
- Official transcripts and test scores from previous colleges attended
- Valid, unrestricted, unencumbered LPN or LVN license
- TEAS V (Test of Essential Academic Skills) assessment, with a Science score of 45.8 or higher, and an overall score of 58.7
- Successful completion of a criminal background check
- Proof of U.S. citizenship

**CTA:** *To apply to the University of Phoenix School of Nursing, click here.*

**CTA:** *To speak with an Enrollment Representative, call 800.536.7812.*

*\*This list is intended to be a basic summary of requirements. Requirements may vary, including for students from certain states/regions and for international students. An Enrollment Representative will assist you with determining your exact requirements.*

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## **POST-APPOINTMENT STAGE (“ACTIVE EVALUATION”) —DAY 21**

**Subject Line:** Seize the Day

**Logo/Masthead:** School of Nursing

**Header:** *Seize the Day*

**Sub-Head:** *Don’t miss an opportunity to fill the growing demand for qualified nurses.*

**Copy:**

As you know, nursing is the fastest growing occupation in the U.S., with more anticipated job growth than any other profession.<sup>7</sup> Between 2008 and 2018, the field of nursing is expected to grow an average of 22% per year—and, in some settings, the growth will be even higher.<sup>8</sup>

With so many opportunities on the horizon, this may be the ideal time to “seize the day” and begin preparing for the many opportunities that await. And the University of Phoenix may be the ideal school to help you do it:

- **RELEVANCE**—We are on the pulse of change in the rapidly-evolving health care industry, and adapt our curriculum to keep pace.
- **QUALITY**—We are accredited, our curriculum remains closely aligned with the latest third-party standards, and we maintain impressive student and alumni satisfaction rates.
- **ACCESSIBILITY**—We offer programs that can fit into the realities of your life as a busy working adult.

As the need for qualified nurses continues to grow, the University of Phoenix School of Nursing can prepare you to effectively meet that need and become the nurse tomorrow needs.

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<sup>7</sup> Monthly Labor Review, Occupational Employment Projections to 2022. [bls.gov](http://bls.gov). Bureau of Labor Statistics. December 2014.

<sup>8</sup> Monthly Labor Review, Occupational Employment Projections to 2022. [bls.gov](http://bls.gov). Bureau of Labor Statistics. December 2014.

*to the emergence of new models like telemedicine and retail medicine, to an increasingly complex licensing and credentialing environment—the School of Nursing is committed to helping students navigate the changes and remain on the leading-edge of their professions. The School of Nursing helps today’s students become the nurses tomorrow needs.*

**APPLICANT STAGE (“MOMENT OF SELECTION”) — DAY 1**

[Acceptance Package]

**APPLICANT STAGE (“MOMENT OF SELECTION”) — DAY 3**

[Congratulatory eCard]

**REGISTERED STAGE (“POST-SELECTION”) — DAY 1**

[Welcome Letter from the Academic Dean and CCC]